

# The Sustainable Seas Expeditions Web Site

- ★ So Far
  - ★ Vision
  - ★ Principles
  - ★ Today
- 

- ★ Elements
- 

- ★ Logs
  - ★ Dive with Us
  - ★ Sanctuaries
  - ★ News/Events
  - ★ Forum
  - ★ Investigations
  - ★ Education
  - ★ Technology
- 

- ★ Funding
- ★ Next Steps

## Progress Report #2



March 4, 1999





- ★ Status ✓
- ★ Approach
- ★ A Tale of Two

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- ★ SSE/NMS
- ★ Content Status

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- ★ Home/About
- ★ Mission Log
- ★ Education
- ★ Investigations
- ★ Maps/Data
- ★ Photo Gallery
- ★ Other Items

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- ★ Doing It
- ★ Final Words

# Overall Status

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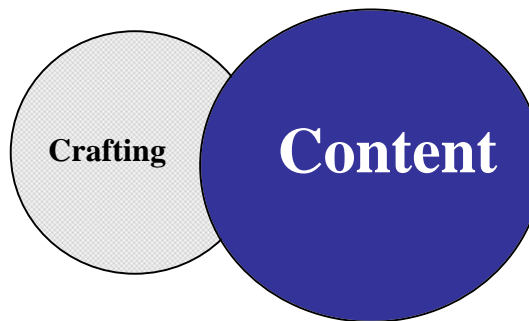
- Design of all content completed
  - **Significant content in draft form**
  - Content arriving for west coast missions
  - **Technical work beginning next week**
- 

Outlook: fair to good

Problems: NOS technical resources, managing volume

Expectations: 1,000-2,000 readers per day

Promotion: will be a prime source of material for the press







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# Our General Approach

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- Multiple user groups  
(**general public**, institutions, educators, scientists)
- Emphasis on content (rich offerings)  
NOAA/NOS lead with SSE Log Editor
- Focus on basic SSE thrusts  
exploration, research and exploration
- **Content provided by many mission participants**
- Technical management by NOAA/NOS  
until funding found





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## A Tale of Two Sites: The Immediate Future

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- National Geographic Sustainable Seas Site

Contains content offerings specifically related to the Expeditions and that will be supported in the long term by NGS staff and NGS sponsored participants. It will provide a foundation for future NGS/SSE materials unrelated to NOAA/NOS offerings.

- National Marine Sanctuaries Sustainable Seas Offering

Contains content supported by NOAA/NOS programs and staff. Primarily this content is related to scientific and educational projects supported directly by the NMS program. This site will also provide a foundation for future NMS offerings related to SSE.

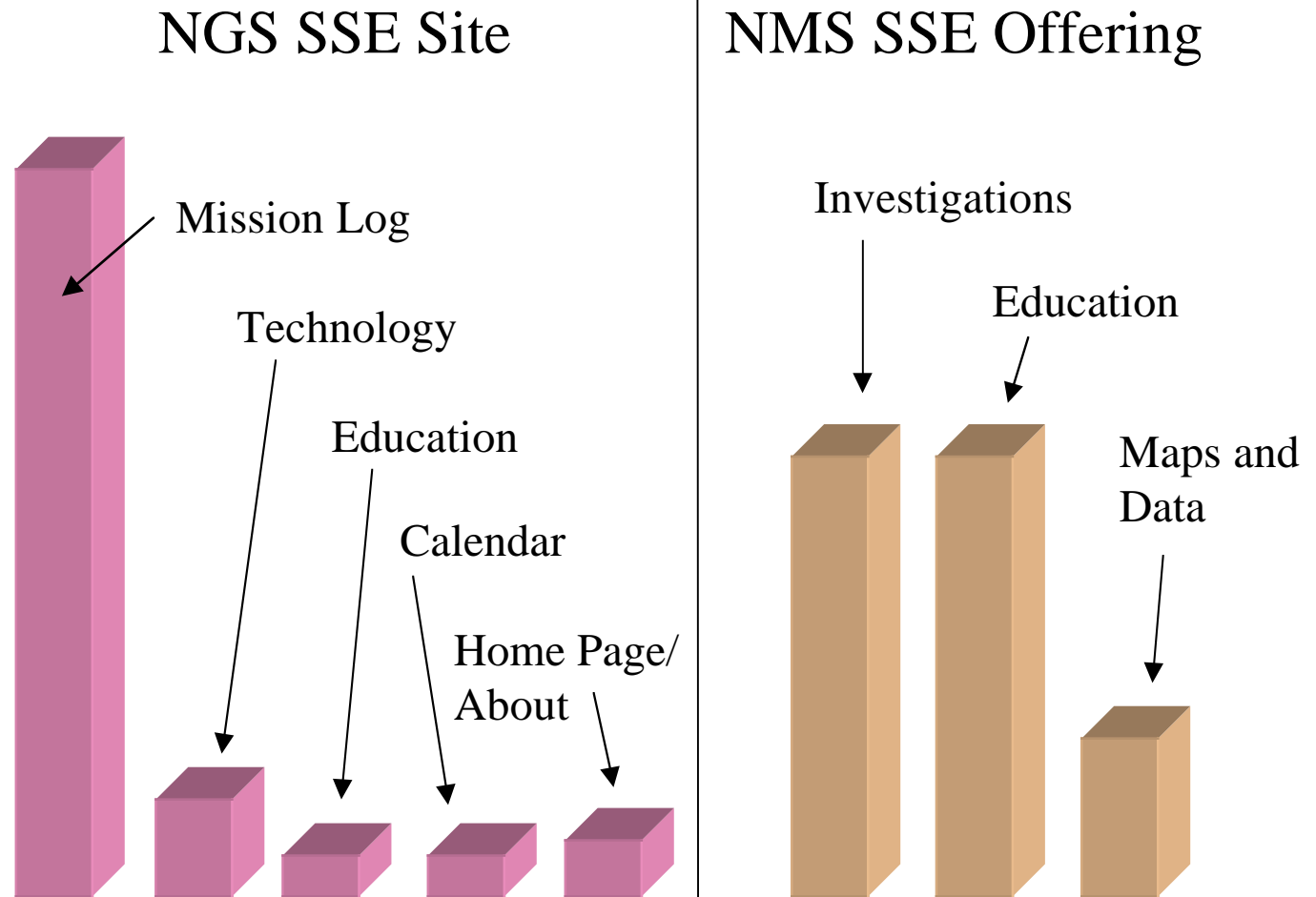
National Geographic Society  
March 4, 1998





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# NGS SSE and NMS Sites (1)







- ★ Status
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## NGS SSE and NMS Sites (2)

- NGS: The Mission Log dominates this site
- NGS: Other offerings are helpful additions
- NMS: Science is the centerpiece offering
- NMS: Other offerings are Photo Gallery, Student Summits, Maps
- To be resolved are Educational Projects and Hosted Forums (might move to NMS)





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# Content Summary (west coast missions)

- Home Page and About: content assured
- Mission Log: outlines complete, content arriving
- Education: content arriving, some design work
- Investigations: content complete
- Maps: still in design, priority with ESRI
- Photo Gallery: photos and annotations arriving
- Other Offerings: content in draft

	Content complete or near complete
	Content on track
	Content behind or not started



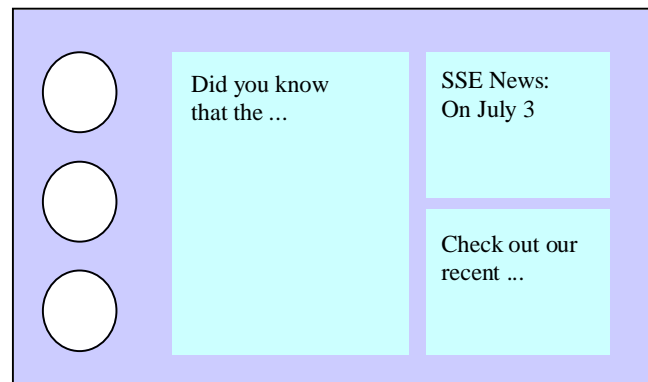


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# Home Page and About SSE

[NGS SSE Web Site]

- Rotating Offering (factoids, news, features)
- Provides currency,  
steer readers immediate events
- **Will require daily care\***
- Content under development
- About SSE: Suggest review by principals







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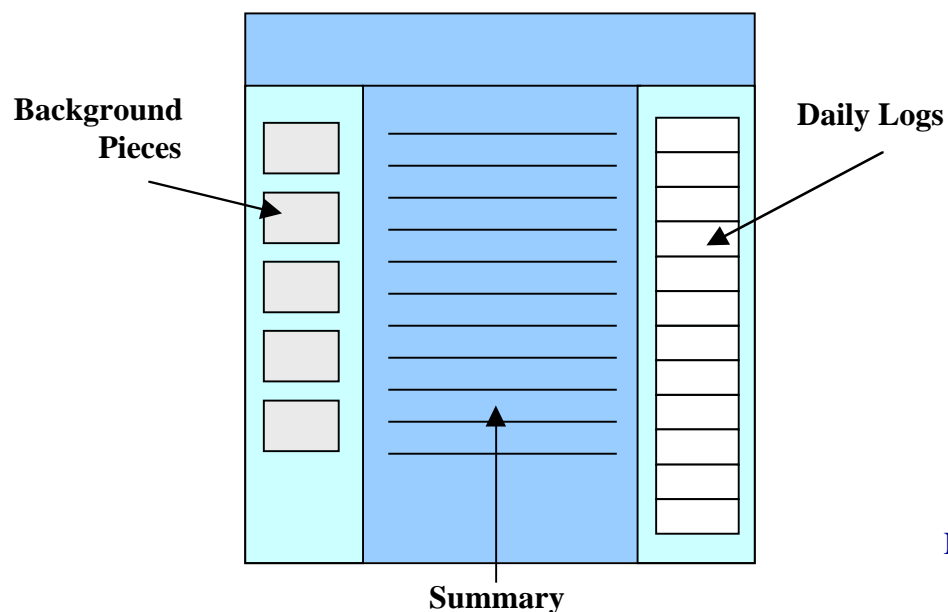
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# Mission Log Design

[NGS SSE Web Site]

- Something for everyone
- **Combination of set pieces and spontaneity**
- Field testing nearly complete
- SSE Editor, Ms. Gale Mead,  
will coordinate directly with SSE principals







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# Mission Log Status

[NGS SSE Web Site]

- Status: Four outlines in, contacts being made
- Two set background pieces for each mission
  - interview with manager
  - site characterization
- Two to six additional background pieces (VIPs, poems, specialty pieces, etc.)
- Preset log entries OK'd with authors
- Spontaneous entries from Ms. Mead
- Informal log book on board
- Logistics tested, human resources problematic

NOTE: Flexibility/understanding between field and HQ personnel during missions for this near real time offering.





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# Mission Log Content

[NGS SSE Web Site]

- For the Gulf of Farallones

1. Interview with Sanctuary Manager Ed Ueber
2. A characterization of the Gulf of Farallones sanctuary. Special emphasis will be placed on upwelling and productivity.
3. Historical piece on Russian sealers, exploitation and comeback history of local marine mammals.
4. A piece about the natural history of the area.
5. An education-oriented piece on how SSE impacts the sanctuary's educational goals, including the use of DeepWorker for underwater viewing, which is difficult in GFNMS because of hazards.
6. A poem written by Ed Ueber.
7. A piece by a local VIP. Possible names include Robin Williams and Barbara Boxer

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# Education

[NMS Web Offering]

- Five separate offerings

- Educational Paper and activities - NGS  
(SSE lead, in draft form)

- Educational Projects: descriptions/results - NMS  
(NOS lead, in draft form)

- Educational Summits: summaries - NMS  
(NOS lead outlined, prototype designed)

- Educational Summit Forums: interactive discussion - NMS  
(NOS lead, NGS software links TBD)

- Educational Resources: 5-10 references per sanctuary - NMS  
(NOS lead, content arriving)





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# Investigations

[NMS Web Offering]

- Developed for scientists
- Content (by NOS) complete
- Robust offering includes:
  - summary mission strategies
  - project lists and abstracts
  - scientist biographies and photos
  - (more)
- To be updated with status and results





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# Maps and Data

[NMS Web Offering]

- A recent arrival (ESRI interest)
- Requires design of standard products
- Will also include "experimental" products
- Will include a "mapping story"
- Should improve with missions
  
- High priority to nail down
- Essential for July ESRI conference

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# Photo Gallery

[NMS Web Offering]

- Organized by sanctuary
- Design complete
- Photos/annotations arriving
- Visual stories for five categories

The Living Sanctuary

Sanctuary Habitats

The SSE Expeditions (photos added by Kip)

People and the Sanctuary

The Kids Gallery



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# Other Offerings

[NGS SSE Web Site]

- Technology (10-20 vignettes)

(draft materials in development)

- Calendar of Events

(content complete, needs design work)

- Mounting the Expeditions

(late summer)



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# Making It Work

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- NGS providing graphics for NGS Site
- NOAA/NOS will maintain NGS site  
for next six months
  - Webmaster and "Webmasters of the Watch"
- NOAA/NOS is redoing the NMS site
  - Webmaster and Offering leads
- Training session in week of March 15
- Crafting of sites will begin  
the week following

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# Final Words

*Immediate (next eight weeks):* The overall **status of the SSE Web Sites is fair**: very good for content, fair for technical support. The next three weeks will be pivotal, especially in equipping enough NOAA staff with the basic tools to support the ongoing technical demands of the expeditions.

*Short Term (through September):* **Prognosis is favorable, after shakedown.** Relief for NGS site will free NOAA for additional content and content enhancement.

*Long Term (first two years):* NGS in control of NGS/SSE site. NOS content assistance will continue. Improvement is certain. Expansion to new types of content very probable.

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